

DEPARTMENT OF THE NAVY  
Office of the Secretary  
Washington, D.C. 20350

SECNAVINST 1740.3A  
NMPC-64C/Pers-73C  
28 February 1983

**SECNAV INSTRUCTION 1740.3A**

**From:** Secretary of the Navy  
**To:** All Ships and Stations

**Subj:** Department of the Navy Consumer Affairs Program

**Ref:** (a) DOD Directive 5030.56 of 12 Aug 1982 (NOTAL)

**Encl:** (1) Example of Consumer-related activities  
(2) Brief Sheet (detach and utilize as appropriate, then destroy)

**R) 1. Purpose.** To describe the Department of the Navy's participation in the Department of Defense Consumer Affairs Program as outlined in reference (a).

**A) 2. Cancellation.** SECNAV Instruction 1740.3.

**R) 3. Background.** The DOD Consumer Affairs Program was established by reference (a) in response to Executive Order 12160, "Providing for Enhancement and Coordination of Federal Consumer Programs." Major goals of the Consumer Affairs Program are to facilitate communication between consumers and agencies of the Federal government and to ensure that the consumer point of view is considered during the decisionmaking process.

**R) 4. Discussion.** Many commands incorporate a consumer service function (exchanges, commissaries, disbursing offices, recreation facilities, etc.). Of these, a majority have implemented effective consumer response systems. In order to support the Department of the Navy's role within the DOD Consumer Program, commands incorporating consumer-related services shall continue to encourage active consumer participation. The emphasis of this participation shall focus on the interests of the individual citizen within the defense community, while complementing the efforts of organized state and local consumer protection groups.

**5. Policy**

**R) a.** Each organization will give full consideration to consumer concerns in the course of decisionmaking.

**R) b.** Consumer representation shall be constituted to ensure that it is responsive to the needs of the personnel serviced. Subjects shall include, but not be limited to, ad-

vising management of product selection; adequacy of service; hours of operation; consumer education programs; responsiveness to patron requirements, suggestions, or complaints; and consumer oversight and evaluation.

**c.** Consumers will be made aware of issues and impending final decisions that affect them through publication in the Federal Register, internally disseminated information, service press, local press, and legislature releases, as appropriate.

**d.** Each activity that interfaces with or provides service to military beneficiaries or the general public will have an active program for receiving consumer input. Suggested avenues include:

(1) Written correspondence.

(2) Direct contact by consumers with local installation officials.

(3) Consumer participation conferences.

(4) Consumer advisory groups.

(5) Inspectors General interview and complaint systems.

(6) Sample surveys.

(7) Military community service organizations.

(8) In-store interviews.

(9) Patron purchase panels.

(10) Suggestion boxes.

(11) Customer "Want" slips.

**e.** A continuing effort must be maintained to educate consumers. Examples include Captains' Calls, installation newspapers, hotlines, books, pamphlets, fact sheets, films, and Armed Forces Radio and Television Service programs overseas.

**f.** Written comments from consumers must receive a direct reply. Responsible local officials will respond to individual or group consumer suggestions. Moreover, local commanders or their representatives should participate in on-base consumer group activities, such as personnel

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advisory councils and clubs, to discuss the development and status of consumer suggestions of general interest.

- R) g.** Individuals who deal with consumers will be trained in proper complaint handling and other consumer affairs responsibilities. The training should cover courtesy and attitude when dealing with customers, proper procedures for responding to inquiries and complaints, and disclosure policies regarding pending departmental matters.

**6. Responsibility**

- R) a.** The Commander, Naval Military Personnel Command, under the Chief of Naval Operations and the Chief of Naval Personnel, and the Commandant of the Marine Corps are assigned as program managers for the Navy and Marine Corps, respectively.
- R) b.** The Commander, Naval Military Personnel Command and the Commandant of the Marine Corps shall ap-

point a consumer affairs representative for the Navy and Marine Corps, respectively, on either a part-time or full-time basis, to handle consumer inquiries and complaints on programs with significant consumer involvement or impact.

- c.** The consumer affairs representatives shall survey commands and activities, when required, to determine the volume and types of consumer inquiries received and the procedures used in handling inquiries. The representatives shall ensure that complaints receive timely, courteous, and appropriate responses. **(R)**

- 7. Action.** All commands will support the Consumer Affairs Program consistent with the policies in reference (a) and the responsibilities delineated herein. **(R)**

**JAMES F. GOODRICH**  
Under Secretary of the Navy

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EXAMPLE OF CONSUMER-RELATED ACTIVITIES

1. DOD Products and Services Provided to the Defense Community. (R

Base Exchanges  
Commissaries  
Concessionaires  
Clubs/Messes  
Restaurants/Cafeterias  
Snack Bars/Convenience Stores  
Gas Station  
Hobby Shops  
Four Seasons Stores  
Thrift Shops  
Dining Halls  
Military Family Housing  
Transient Quarters  
Dormitories  
Passenger and Dependent Travel  
Scheduled Airline Ticket Offices  
Linen Exchanges  
Mortuary Services  
Locator Services  
Sponsor Program  
Casualty Affairs  
Space "A" Travel Program  
Judge Advocate  
Family Services  
Public Works Service Calls Desk  
Marinas  
Clothing Sales Stores  
Golf Courses  
Day Care Centers  
Kindergartens  
Nurseries  
Special Services  
Red Cross  
Navy Relief Society  
Combined Federal Campaign  
Chaplain Services  
Housing Referral Service  
Banks/Credit Unions  
Accounting and Finance  
Bus and Taxi Service  
Laundry and Dry Cleaning Services  
Shoe Repair  
Medical and Dental Services  
Refuse and Trash Collection  
Educational Services  
Social Counseling Services

Enclosure (1)

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Schools/Colleges  
Adult/Continuing Education Programs  
Vendor Services  
    - Life Insurance - Automobiles - Periodicals  
    - Other Direct Retail Sales  
Supply Consumer Support  
Personnel Consumer Assistance

- R) 2. DOD Products/Services/Facilities provided to the general public.

Contracting Services  
Museums  
Recreational Programs  
Gymnasias  
Parades/Ceremonies/Special Events  
Open Houses  
Emergency Use of Military Airfields  
Flying Clubs  
Scouting Programs  
Other Youth Programs  
Comprehensive Educational Training Act Programs  
Use of Military Medical Facilities for Emergency Care  
Military Assistance to Safety and Traffic Programs  
National Historic Properties and Landmark Programs  
Sporting Events  
Air Shows  
Stock Car Racing Programs  
Off-Road Vehicle Trails  
Nature Trails  
Public Hunting and Fishing  
Water Recreational Facilities  
Sale of Utility Services  
Natural Resources Educational Programs  
Change in Public Access to Military Installations,  
    Properties, Facilities  
Cemeteries/Interment Services  
Agricultural Outleases  
Grazing Leases  
Nonmilitary Use of Ranges, Firing and Other  
Public Transit of Military Danger Zones  
Use of Material Recycling Centers  
Use of Sanitary Landfills  
Use of Public Picnic Areas  
Activities in buildings and facilities to which the  
general public has access



## For Your INFORMATION

1. The Consumer Affairs Program was established to reflect the needs and concerns of consumers and to encourage active consumer participation in those matters which affect them. The program covers both civilian consumers affected by Defense-sponsored activities and consumers who are eligible for goods and services provided by Department of Defense facilities.

2. Inherent in the military establishment are numerous procedures at the command level which permit individuals to initiate views regarding their interests as consumers of goods or services offered by Defense-sponsored activities. It is here, in the military community, that likes and dislikes are first made known, corrective action taken, or referrals to higher levels accomplished.

3. Consumer suggestions and comments are encouraged and may be effected as follows:

- a. Written correspondence
- b. Direct contact with local responsible officials
- c. Consumer participation conferences
- d. Consumer advisory groups
- e. Inspectors General interview and complaint system
- f. Sample surveys
- g. Military community service organization
- h. In-store interviews
- i. Patron purchase panels
- j. Suggestion boxes
- k. Customer "Want" slips

4. Your suggestion and comments will be passed from appropriate advisory groups and staff elements to the decision level which may appropriately address the consumer input.

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INCLUSION IN THE PLAN OF THE DAY IS RECOMMENDED. USE OF THIS INFORMATION BY NAVY BROADCASTING SERVICE/AFRT OUTLETS ASHORE AND BY SITE TELEVISION OPERATORS AFLOAT IS STRONGLY ENCOURAGED.

